

What is claimed is:

1.

A system for directing a customer by the location of a product that may interest the customer when the customer requests the system to provide directions to a customer selected product, comprising:

a data receiver for receiving customer identification data and customer product selection data;

a customer interest data generator for generating customer interest data; and

a customer path generator for generating a customer path to a location corresponding to said customer product selection data that includes at least one location corresponding to said customer interest data.

2. The system of claim 1 wherein said customer path generator generates a map data file depicting said generated customer path for display at a kiosk.

3. The system of claim 1 wherein said customer path generator generates textual directions describing said generated customer path.

4. The system of claim 1 wherein said customer interest data generator identifies products not selected by the customer but in which the customer may have an interest to purchase.

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12. A method for directing customers through a store to a customer selected product on a path that includes the location of a product in which the customer may have an interest to purchase comprising:

receiving customer identification data and customer product selection data from a customer;

generating customer interest data from said customer identification data; and

generating a customer path to a location corresponding to said selected product identification data that includes a location corresponding to said customer interest data so that said customer following said generated path comes into the vicinity of a product in which the customer may have an interest to purchase on the way to the customer selected product.

13. The method of claim 11 further comprising:

querying a database with said customer identification data to obtain a customer purchase history; and

said customer interest generation using said customer purchase data to identify products in which a customer may have an interest to purchase.

said customer interest data generation using said date and time data to generate customer interest data.

19. The method of claim 11 wherein said receipt of data further comprising:

reading demographic data from a customer token containing said customer identification data.

20. The method of claim 11 further comprising:

querying a database with said customer identification data to obtain a customer demographic data; and said customer interest generation using said customer demographic data to identify products in which a customer may have an interest to purchase.